

# Weedol kills weeds without killing your soil

(or your back)

Weeds are every gardener's biggest backache.

As fast as you pull them up, the little perishers grow again. In fact, hand-weeding or hoeing only makes life worse because it brings fresh weed seeds to the surface.



## But weeds, here's bad news.

At ICI, one of the world's greatest plant research laboratories, we've developed 'Weedol' - the only garden weedkiller with paraquat.

## How 'Weedol' works.

ICI's discovery paraquat doesn't burn or scorch weeds like conventional weed-killers. Instead, by using the natural process of photosynthesis, it makes weeds destroy themselves with their own energy.

And the really winning thing about paraquat is this: when it touches the soil, it's made harmless. So that 'Weedol' never interferes with future planting, sowing or plant growth. So you can use

'Weedol' amongst plants throughout the garden - everywhere except on lawns.

## How 'Weedol' works best.

For the most effective and economical results, 'Weedol' should be applied through a plastic sprinkle bar attached to an ordinary watering can. It enables you to select and thoroughly wet the weeds without touching the plants. Better still, use the special 'Weedol' Applicator - a long-reach can with which you can weed without bending and which stores 'Weedol' ready for immediate use.

Use it whenever new weeds appear. And *never* put 'Weedol' on lawns (for lawns, you need ICI's Lawn 'Plus' or 'Verdone').



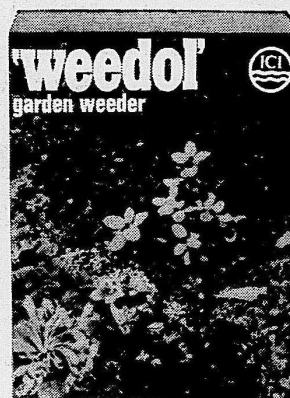
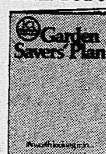
Cost of using 'Weedol' in an average sized garden for an easy, weed-free year? About 30 bob. But you can start off with a standard 2 drum carton for 5/6 to see how well 'Weedol' works.

And then buy the money-saving 4, 8 or 16 drum cartons.

## And ICI give you a bonus!

It's called the ICI Garden Savers' Plan. You can get an 18-piece pack-away picnic set for only 48/6 (worth 75/-) if you buy two 2-drum or any larger size of 'Weedol'.

Just one of the bargains in the Garden Savers' Plan. Collect your Savers' leaflet when and where you buy 'Weedol'.



 the growing revolution in your garden

**ICI the growing revolution in your garden.**

*Daily Mail* (London, England), Tuesday, March 24, 1970; pg. 3; Issue 22981. (347 words)

**Category:** Display Advertising

© Associated Newspapers Limited

**Gale Document Number:**EE1864025203